

1 Access Channels serve as a balance against media  
2 consolidation. We provide the only coverage of  
3 ethnic communities and communities of color in many  
4 communities and a lot of coverage of local culture.

5 Finally, you know, we'd like to suggest  
6 that the FCC should spend some more effort at  
7 gathering data. We don't think that we were able to  
8 get from you clear data on how many PEG channels  
9 there are or what the impact of proposed rule  
10 makings are because there's been no formal  
11 assessment of this. And this applies also to women  
12 and minority ownership.

13 Finally, within the report that I have  
14 submitted, there's a report on cable pricing in  
15 Chicago that was recently commissioned by a member  
16 and it shows that cable prices have not dropped as a  
17 result of the three competitors, but have actually  
18 risen, since there have been three competitors in  
19 the market.

20 And we just think that, despite whatever  
21 theories we all may hold, it's very important to get  
22 the statistical data to be able to assess where we  
23 came from and where we're going. And that way, we  
24 can judge whether the policies were good.

25 MODERATOR SIGALOS: Thank you. Missy

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1 Starewood.

2 MS. STAREWOOD: Hi. Good afternoon.  
3 Thank you very much for coming to Harrisburg. This  
4 morning, I sat there like everybody else and  
5 scribbled on a piece of paper all the comments that  
6 I wanted to make.

7 And I had a little story for you about,  
8 you know, I'm a Harrisburg native, I do charitable  
9 work with a lot of those nonprofits that came up  
10 today and spoke so eloquently. And I was a little  
11 confused, because as the other lady had said  
12 earlier, I thought this was an FCC meeting. I  
13 didn't know what we were doing talking about  
14 nonprofits, although I'm certainly supportive of  
15 them.

16 I had a story for you about my favorite  
17 radio station that was purchased by a television  
18 station that specialized in black and white movies  
19 that were introduced by different species of dogs.  
20 And the independent radio station, against FCC rules  
21 at the time, the television station was allowed to  
22 buy the radio station, promised that the DJ would  
23 stay, promised that the programming director would  
24 stay, promised that the programming would stay the  
25 same. And 60 days later, everybody was fired. No

1 local interest stories. It was just canned music  
2 and just like everything else. But I stand here and  
3 I'm not going to tell you that story.

4 I think it's so telling that it's just  
5 the two of you here. I believe that we, as  
6 taxpayers, pay the salary of the FCC, and the FCC is  
7 our body. And I think it's so disappointing that  
8 the rest of the Board isn't here to hear us, who sat  
9 here all day waiting to be heard. And I really  
10 applaud you all.

11 I wish that earlier in the day we could  
12 have taken a show of hands to say how many people in  
13 the audience who weren't involved with media heard  
14 about it through the media. Because I don't think  
15 very many people would have raised their hands. I  
16 heard about it from a friend in California. People  
17 I have talked to today, they heard it from internet  
18 groups or friends of friends. But none of us heard  
19 it on the radio or television.

20 And the fact that what's happening right  
21 now at quarter of 4:00, I can bet you it's not going  
22 to be on the news tonight. But we will, when we go  
23 home and watch the news, see all of the people who  
24 were involved in media testifying before you all  
25 today.

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1                   So, thank you very much. I think you  
2 know where I stand. Okay?

3                   MODERATOR SIGALOS: James Shaller.  
4 James Shaller? Rick Smith.

5                   MR. SMITH: Hi. My name is Rick Smith.  
6 by trade, I'm a Teamster truck driver. By hobby, by  
7 passion, I host a labor radio program in this area.

8                   While I think this forum could be a step  
9 in the right direction, I have to question why you  
10 chose this time and this day. If you truly wanted  
11 working families, working people to come and speak  
12 before you and give your opinion, you should have  
13 chosen a time when people had off from work.

14                  Having said that, I want to offer my  
15 comments. There's a definite problem in this  
16 country. We heard talk of competition, but who can  
17 compete with the likes of Clear Channel and their  
18 1250 radio stations?

19                  With five corporations owning almost 80  
20 percent of our media, my journey toward airing a  
21 positive message for working families in this part  
22 of the state, has been filled with overwhelming  
23 obstacles. Only one small station in this area, one  
24 small struggling station, was willing to even  
25 consider airing a positive, pro-worker program. The

1 big station in this area actually laughed. They  
2 didn't want to know about it, they want to hear it,  
3 they just laughed, regardless of quality.

4 The one station that did agree to air  
5 our program, did so only because they could charge  
6 us three times what they charge their conservative  
7 program because they knew no one else would even  
8 consider airing our program.

9 The thing here is, it's easy to tear  
10 down things, it's easy to rip on things. We need  
11 solutions and the solutions are simple, but hard to  
12 accomplish. We need to undue to the barest minimum,  
13 the telecom bill of 96. We have to limit market  
14 ownership and encourage local business to take back  
15 local media. You, our government must do what's in  
16 your power to accommodate an open and competitive  
17 local media arena.

18 When I was a kid growing up in  
19 Cleveland, we had two newspapers, competing  
20 opinions. Today, there's one. Go across this  
21 country, every community had its own flavor, its own  
22 distinct way about it. Today, everything is  
23 homogenized, everything is syndicated or canned  
24 programming that caters to the advertiser and not  
25 the listener.

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1 MODERATOR SIGALOS: Thank you.

2 MR. SMITH: Thank you so much. I hope  
3 you do what's right.

4 MODERATOR SIGALOS: Thank you. Barry  
5 Cohen.

6 MR. COHEN: Thank you. I drove three  
7 hours to be here today. I spent 28 years in and  
8 around the broadcast community. I currently operate  
9 and ad agency and I place 100 percent of my clients'  
10 dollars, we're all small businesses, on radio and  
11 television. I buy advertising all across the  
12 country.

13 And I want to talk about the affect of  
14 consolidation not on the news and not on employment,  
15 but rather on advertising, because my clients, the  
16 advertisers, are the paying consumers of radio. The  
17 paying consumers of radio.

18 I can't go into any of the top 20  
19 markets and get a competitive proposal anymore  
20 because four out of five stations that I want to buy  
21 are owned by one company, whether it's CBS or Clear  
22 Channel or Cumulus or whomever.

23 Furthermore, what kind of affect do we  
24 have with consolidation? I'll tell you what the  
25 affect is on advertising. We're dictated to. My

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1 Clear Channel rep in New York actually told me that  
2 their manager told them I could not buy weekend time  
3 only on the radio for my small clients, who can't  
4 afford prime time, without paying a premium. All  
5 right? Ludicrous. Weekend time is considered off-  
6 peak non-prime. It has lower ratings. It has lower  
7 prices, and yet we were told we couldn't buy that.

8 So what's happening here in  
9 consolidation is the smaller local business has been  
10 completely priced out of the radio market.

11 Okay. Now, furthermore, the 800 pound  
12 gorillas continue to throw their weight around. I  
13 had a client sponsoring a hosted trip by a DJ on a  
14 CBS radio station in New York and it happened to  
15 have been interrupted by 9/11 and the DJ refused to  
16 go on the trip. Well, since the entire trip was  
17 built around him, the client's promotion tanked  
18 entirely. CBS not only held his feet to the fire  
19 and expected him to pay the whole bill, but  
20 threatened to blackball him throughout the Viacom  
21 system. Okay? And I will leave you documentation  
22 to that effect in black and white.

23 So what's happened to consolidation? It  
24 has ruined the access for local advertisers to radio  
25 and television.

1 MODERATOR SIGALOS: Thank you. Tom  
2 Joyce.

3 MR. JOYCE: Thank you. My name is Tom  
4 Joyce and I'm a reporter for the York Daily Record,  
5 a daily morning newspaper based in York County.  
6 Nearly 20 years ago, I decided to enter the field of  
7 journalism because I felt that keeping the public  
8 informed and empowered is a worthy pursuit, however,  
9 I have serious concerns about the future of my  
10 chosen profession.

11 For more than 200 years, in one form or  
12 another, the York Daily Record has served as a local  
13 news source in York County. Pardon me, I pulled out  
14 the wrong set of notes here.

15 It represents a tradition of grass  
16 routes community journalism which I and my  
17 colleagues took great pride in. The York Dispatch,  
18 an afternoon newspaper has also ably served the  
19 community.

20 Prior to 2004, a community called  
21 Buckner News Alliance owned my newspaper. A  
22 Colorado based corporation called MediaNews Group,  
23 owner of the fourth largest national chain of  
24 newspapers, owned the Dispatch. In 2004 MediaNews  
25 Group acquired our newspaper. The arrangement, as



1 we the employees were told, was that the two owners  
2 would swap newspapers. Acting on information  
3 provided by officials with MediaNews Group, my  
4 colleagues reported this purported ownership swap in  
5 the pages of both newspapers.

6 The Newspaper Guild Communications  
7 Workers of America, the union that represents  
8 journalists at both newspapers, subsequently  
9 discovered evidence that MediaNews Group, in fact,  
10 owns both newspapers. In short, the company that  
11 controls the newspapers had intentionally used them  
12 to mislead, rather than inform the people of York  
13 County about their ownership.

14 Here's my point. The prospect of a  
15 corporation gaining control of the local news media  
16 and using them to strategically distort the truth,  
17 is not some outlandish scenario that exists only in  
18 the minds of conspiracy theorists, it is happening  
19 now.

20 I would ask the Commissioners to do all  
21 that you can to stop this process, rather than  
22 encourage it. Please do not allow cross-ownership.  
23 Thank you.

24 MODERATOR SIGALOS: Thank you. Cathy  
25 Christianson Gerall? Janet Joynes?

1 MS. JOYNES: Hi. I'm just an ordinary  
2 housewife who lives across the river and I'm here  
3 because of the editorial that the two of you had in  
4 The Patriot News yesterday. And I considered it to  
5 be a great privilege to come and participate in this  
6 kind of a procedure.

7 I am going to share a little story with  
8 you because most of what I had thought has already  
9 been spoken by these people.

10 I'm a Navy brat, traveled all over the  
11 country. I have family all over the country. And  
12 not terribly long ago, I was on a vacation that  
13 included a visit to Florida, Tennessee, and  
14 California. And when I was in California going  
15 through the checkout line at Wal-Mart, I looked down  
16 at my checkbook and realized that both in  
17 California, where I was writing it, and back in  
18 Tennessee when I was there, and then back in Florida  
19 where I had been not too long before that, I was  
20 also in Wal-Mart. And I just kept writing the name  
21 Wal-Mart in my checkbook.

22 And from that experience, I've come to  
23 be terribly afraid of the company store that I feel  
24 America is slowly becoming because so few people own  
25 everything that we use.

1                   And it's a terrifying prospect to me. I  
2 think America will lose its character if what is  
3 good for business becomes the only thing that is  
4 valuable in America.

5                   MODERATOR SIGALOS: Thank you. Paula  
6 Adams.

7                   MS. ADAMS: Hi. I feel like I'm  
8 preaching to the choir, at this point. I am an  
9 informed citizen from Pittsburgh, PA. I'm a single  
10 mother. I'm a student. I work full-time. I was  
11 lucky enough to get the day off work. I got up at  
12 4:30.

13                   I missed the local news story this  
14 morning that was being advertised all morning as I  
15 was getting ready to leave, which was how to relieve  
16 tired looking eyes. It's just nice to know women's  
17 issues are being covered in local news.

18                   I'd also like to thank whoever is here,  
19 the media covering this. If -- there is, right?  
20 Media coverage? No, yes? Okay. I mean, it's great  
21 to know that. Thank you.

22                   And it also seems interesting to me,  
23 when I first got here, I still can't sort of shake  
24 that, I felt like I was in bizarro world with the  
25 nonprofits, who are lovely, but it just seemed to me

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1 that the local media found it very easy to get on  
2 the horn and inform them about this meeting today  
3 and yet couldn't inform the public.

4 So, I just urge you to stop the media,  
5 big media consolidation from getting any bigger than  
6 it already is. It's already a behemoth, a monster.  
7 I have to really search long and hard to get my  
8 information.

9 I still don't turn off the TV. I still  
10 watch it. I know a lot of people have given up on  
11 it. But I also do want to just comment that CBS  
12 News Radio out of Pittsburgh is now owned by Viacom  
13 and they have decided that after 7:00 p.m., there  
14 should be no more local news. That's a decision  
15 that came from New York, not from the CBS News  
16 station.

17 Thank you.

18 MODERATOR SIGALOS: Thank you. Cliff  
19 Dillman. Cliff Dillman? Nicky Smearl? Richard  
20 Vouch? Barbara VanHorne.

21 MS. VAN HORNE: Thank you. Thank you  
22 for waiting. I didn't travel too far. I live in  
23 Perry County. My name is Barbara VanHorne and I'm a  
24 grandmother. I'm 75 years old, but I was so anxious  
25 to come to this meeting and tell you that I'm

1       against further consolidation of the media, that I  
2       walked across the river bridge in this cold weather.

3               I have been involved with nonprofits for  
4       many years, going back to about 20 years ago when I  
5       was able to testify on a community access TV station  
6       against Ronald Reagan's Star Wars dream. And of  
7       course, that's not possible in Harrisburg.

8               But I also am involved with many local  
9       nonprofits, including Habitat for Humanity. And a  
10      couple months ago, there was an excellent program  
11      available, but not shown locally, about the causes  
12      of homelessness and the causes, the root causes of  
13      poverty housing. And none of the local stations  
14      were able to cover that.

15              I have never found that, being involved  
16      with an nonprofit, that that's a reason to  
17      consolidate media in the hands of a few corporate  
18      groups.

19              My biggest concern is that I'm a  
20      grandmother. I have four grandchildren and I really  
21      worry about the kind of country and the kind of  
22      world that we're giving to them.

23              I, being 75, I can remember or I think I  
24      can, a time when our country was not controlled by  
25      big business and I really wish and dream that we

1 could go back to a time like that again.

2 Thank you.

3 MODERATOR SIGALOS: Thank you. Thomas  
4 Poole.

5 MR. POOLE: Hello. My name is Thomas  
6 Poole and I am with Pittsburgh Community Television,  
7 so, I see that there is a small contingency of  
8 Pittsburgh folks who have come out. We didn't all  
9 come together. As a matter of fact, I came on my  
10 own, so I'm surprised that a lot of us are out here,  
11 so it's great.

12 Anyway, my name is Thomas Poole, I'm  
13 with Pittsburgh Community Television, which happens  
14 to be the public access station in the City of  
15 Pittsburgh. What the station does as a public  
16 access station is facilitate a television production  
17 studio for people to use to produce their own  
18 programming that they can air and put on the  
19 channel.

20 Let me show you something. On my  
21 business card, our logo is a thumb print, if anyone  
22 can see it. It's kind of small. We don't have the  
23 big camera that we had before with the big screen.  
24 But there's a thumb print and the slug line is make  
25 your mark. Make your mark. Basically, what we're

1 saying is that everyone in our community can make  
2 their mark. And that's what public access is about.  
3 That's what access television is really supposed to  
4 be about. And that is, giving everyone an  
5 opportunity to make their mark. And I wanted to  
6 make that really clear.

7 This whole thing about media  
8 consolidation does concern me a great deal. And  
9 what we promote is diversity. And if media  
10 consolidation is about not diversity or if it's not  
11 about providing a forum for free speech or free  
12 expression, or not training or providing people the  
13 opportunity to use this powerful medium called  
14 television, then we are against it.

15 So, I would like to say my final words  
16 is that this really resonates in the African  
17 American community and that is, keep your eyes on  
18 the prize and do the right thing. Thank you very  
19 much.

20 MODERATOR SIGALOS: Thank you. Leslie  
21 Small? Brandon Taulbert? Chuck Henson?

22 MR. HENSON: Thank you for staying this  
23 afternoon, Commissioners. For all the rest of you,  
24 I'm next to last. My name is Chuck Henson, and I  
25 wrote my remarks, so I can be brief.

1 I came today as an interested citizen  
2 and not knowing what to expect, nor planning to  
3 speak. I acknowledge all the benefit that the  
4 nonprofits receive from local print and electronic  
5 media, but for me, that is not the issue that you,  
6 the Commissioners need to be concerned about. PSAs  
7 are not at risk, but democracy is.

8 I strongly believe your primary and only  
9 goal is your policy decisions what policies will  
10 strengthen and keep our democracy strong. For me,  
11 that means fostering and increasing strong and  
12 independent investigative reporting, independent  
13 editorials, not tied to corporate interests, and  
14 correct and accurate reporting of the facts, not  
15 with spin.

16 For me, I don't believe corporate media  
17 has the strength of our democracy as one of their  
18 goals. But that must be your only goal.

19 Thank you.

20 MODERATOR SIGALOS: Thank you. Connie  
21 Collier.

22 MS. COLLIER: My name is Connie Collier.  
23 I'm here for myself.

24 Last year, I bought a Sirius Satellite  
25 radio. It worked fine until 10/13/06 and it has not

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1 worked since. I can only get it in my car. I don't  
2 work in my car. I bought it for my office. They  
3 turned the repeater off here in Harrisburg,  
4 Pennsylvania. I don't know why. I don't understand  
5 all the problems that there is with that. But I  
6 enjoyed it. And now I don't have the variety  
7 anymore. I don't have anything anymore. So, can  
8 you please turn them back on or fix the problem? Or  
9 how long is it going to be before we get that  
10 repeater back on so that the music comes in the  
11 building again? Because you can only get it in your  
12 car. I don't live in my car.

13 Every day I go to work, 20 minutes, 30  
14 minutes back and forth, that's all I listen anymore.  
15 You can't even get it in your house anymore without  
16 that repeater being on. So, when are you guys going  
17 to make a decision?

18 Please turn it back on. I miss my  
19 radio. Thank you.

20 MODERATOR SIGALOS: Thank you. Well, in  
21 fact, I do not have any more names on the list. I'm  
22 not sure if I have missed anybody or if there is any  
23 last people who wanted to provide comment for the  
24 record. Okay. Commissioners?

25 COMMISSIONER COPPS: Thank you very

1 much. And first of all, let me thank everybody who  
2 stayed to the end here. It was like we had two  
3 meetings today. Two kind of very different  
4 meetings.

5 And I thought this morning was very  
6 interesting. We've had trouble eliciting the  
7 participation of broadcasters in many of the  
8 meetings that we have had around the country. So  
9 the good news is that they came today, many of them,  
10 and they were in the room and some of them had good  
11 and valuable things to say. And some of them did  
12 talk about local service and serving the public  
13 interest. But it was like they were in the room,  
14 but not really part of the conversation.

15 It's important, the things they talked  
16 about are important. And this is good citizenship  
17 to support the nonprofits and to do all the  
18 charitable enterprises that they do. That's kind of  
19 a tradition in American corporate life anyhow,  
20 broadcaster, non-broadcaster, anybody else, we kind  
21 of have a history of philanthropy. And that's fine  
22 and I think we should hear about it. But I think we  
23 needed today, to hear about some other things from  
24 their perspective, too.

25 So, it's not just that we're interested

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1 in what the stations may allow their employees to do  
2 on their own time, I'm interested in how the  
3 airwaves are used during our time, when we're tuned  
4 in. Are they serving the public interests? And are  
5 they teeing up the issues, the civic issues that we  
6 need to understand, in order to make intelligent  
7 decisions for our democracy? Are they reflecting  
8 and nourishing the diversity of this community? And  
9 according to many of the testifiers today, we've got  
10 a ways to go on that, covering local artists, local  
11 news, and all of that.

12 So again, I'm glad they're in the room,  
13 but now I urge them the next time to join the  
14 conversation and this little broader context and  
15 really help inform the debate.

16 Obviously, many of you feel deeply about  
17 this issue. I think you know that my colleague  
18 Jonathan Adelstein and I feel deeply about it, too.  
19 Don't look at today as your final opportunity to be  
20 involved in this issue. I mean, it's good that  
21 we're all together. I hope it will get some  
22 coverage around here, but you've got to keep talking  
23 about this to your friends and your neighbors, and  
24 writing about it if you know how to write, and  
25 singing about it, if you know how to sing and do

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1 everything you can in order to get the word out  
2 there.

3 I said this morning, I am optimistic  
4 about the time we live in now, because I think we do  
5 have a chance, not just to beat bad new rules that  
6 the Commission might come with, but to go back and  
7 revisit some of the old rules with the help of  
8 Congress. Only though, only if there's a lot of  
9 push from the grassroots and that's what's really  
10 important. That's what beat Michael Powell's ill-  
11 advised near catastrophe for the country three years  
12 ago, and that's what can get us on the right track  
13 now.

14 So, we're very grateful for your  
15 participation today and keep up the good fight and  
16 you can count on me to do the same. Thank you.

17 COMMISSIONER ADELSTEIN: I would just  
18 like to really briefly to echo that and to thank you  
19 all for staying to the end. I'm so glad that I did  
20 because this last little bit here was perhaps the  
21 best of the whole day. I mean, what could be better  
22 than a 75 year old grandma walking across the bridge  
23 to come and tell us what she's concerned about for  
24 her grandkids? And the stories that you call  
25 shared, this is really a lot of you from right

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1 around here, a national figure in the movement for  
2 community media, some fantastic testimony at the  
3 very end, and throughout the day.

4 But I would say that Mike Copps is  
5 right, it really was a tale of two meetings. We had  
6 a group come in this morning, was asked to come. If  
7 somebody had raised millions of dollars for me, or  
8 hundreds of thousands, or tens of thousands, I'd  
9 probably show up too, if they asked me to come. And  
10 they did. And they were people who do very  
11 important work in this community. And they really  
12 had to do and say what they did, because they are  
13 very beholden, indeed, as we all are to some of the  
14 positive things that broadcasters do in this  
15 community.

16 But even if we take all that and posit  
17 that yes, they've done some very good things and  
18 they supported some very good causes, one thing we  
19 did not hear from that side ever was a good argument  
20 to allow bid media to get bigger.

21 So the debate they didn't join was the  
22 very reason that we're here, which is to decide what  
23 are the media ownership rules and how should they  
24 look. And the fact that there are some good things  
25 that area happening does not mean that it wouldn't

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1 be a heck of a lot better if we had locally owned  
2 and diverse ownership of the media. As a matter of  
3 fact, a much better case was made by a lot of you  
4 that media consolidation is a root cause of a lot of  
5 problems in the media that are not in fact resolved  
6 by some of the good charitable work that the  
7 broadcasters are doing.

8 So, in sum, it is better to teach  
9 somebody how to fish than to give them a fish. It's  
10 better to educate people about what the root cause  
11 of the problems are, than to try to put Band-Aids  
12 over the effects of them.

13 So we had a great discussion. And that  
14 is a great thing to learn. Every time I come to one  
15 of these hearings, I learn something new. And  
16 that's something, a good debate and a good  
17 discussion, is something that I learned today here,  
18 to think about. And the wisdom of the community of  
19 Harrisburg was manifest today. And we're going to  
20 take that back to Washington.

21 We're going to take what you said to  
22 heart and make it part of the policy deliberations.  
23 We won't forget the effort you made to be here. And  
24 we thank you very much for it and we will make it a  
25 part of the record.

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1 Thank you for being here.

2 MODERATOR SIGALOS: Thank you.

3 COMMISSIONER COPPS: We want to thank  
4 our able moderator, too, for his good work.

5 MODERATOR SIGALOS: Thank you. And this  
6 concludes the Commission's third hearing on media  
7 ownership. Thank you so very much for  
8 participating.

9 (Whereupon, at 4:11 p.m., the foregoing  
10 proceeding was concluded.)  
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**CERTIFICATE**

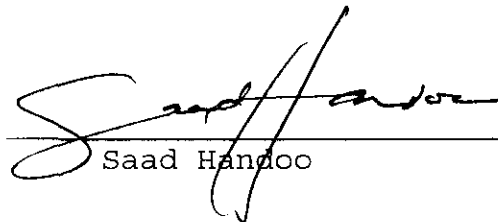
This is to certify that the foregoing transcript  
in the matter of: Media Ownership Hearing

Before: Kevin Martin

Date: February 23, 2007

Place: Harrisburg, Pennsylvania

represents the full and complete proceedings of the  
aforementioned matter, as reported and reduced to  
typewriting.



Saad Handoo